

Ginza Sony Park Wins Gold Award at the World-Renowned iF Design Award 2020

the first time for Sony to win the award in Architecture discipline

Ginza Sony Park won an iF gold award at the world-renowned iF DESIGN AWARD 2020, marking the first time Sony was presented with this highest-ranking special award in the discipline of architecture.



The iF DESIGN AWARD is one of the top three design competitions in the world and has an extensive history reaching back 67 years. It is the world's most recognized seal of outstanding design achievement. The competition is comprised of seven disciplines: architecture, product, communication, packaging, service design, interior architecture, and professional concept.

The iF DESIGN AWARD 2020 received 7,298 entries from 56 countries and regions. The gold award was presented to the top 75 entries featuring the most distinguished designs.

In a statement for the gold award, the jurors praised Ginza Sony Park as a "wide-ranging and imaginative project" that is "bold, brilliant and poised for the future."



■ Statement from the iF DESIGN AWARD 2020 jurors

Ginza Sony Park in Tokyo is not a new building at all. Instead, the project dismantles the iconic high-rise Sony building and reimagines the space with new constructions and concepts. This wide-ranging and imaginative project reacts flexibly to the usage pattern and requirements of local residents. Bold, brilliant and poised for the future!

< iF DESIGN AWARD website >

<https://ifworlddesignguide.com/entry/284075-ginza-sony-park>

■ About the iF DESIGN AWARD

The iF DESIGN AWARD is a design competition with an extensive history reaching back 67 years. It is the world's most recognized seal of outstanding design achievement. The competition is comprised of seven disciplines: product, communication, packaging, service design, architecture, interior architecture, and professional concept. Top entries are selected every year and presented with the iF DESIGN AWARD by the iF International Forum Design, the oldest independent design organization in Germany and headquartered in Hanover.

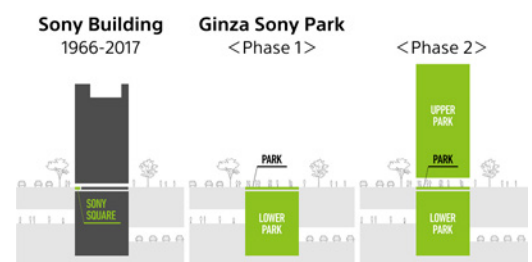
<https://ifworlddesignguide.com/>

■ About Ginza Sony Park

The Ginza Sony Park is an experimental park in the city, open until the fall of 2020 when the new Sony Building will begin construction. It has inherited the concept of providing a public space, which has been upheld since the establishment of the old Sony Building.

It holds various experiential events and live performances throughout the year that surprise and delight visitors. It is an open, vertical park extending four stories underground. Since its opening on August 9, 2018, over 5.6 million people* have visited the park.

*As of January 31, 2020



< Ginza Sony Park official website and social media accounts >

Web: <https://www.ginzasonypark.jp/>

Instagram: <https://www.instagram.com/ginzasonypark/>

Twitter: <https://twitter.com/ginzasonypark/>

Facebook: <https://facebook.com/ginzasonypark/>

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